



MENOMINEE INDIAN TRIBE OF WISCONSIN

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The First Lady's "*Let's Move!*" in Indian Country Campaign comes to the Menominee Tribe.

(Keshena, WI) – The Menominee Indian Tribe of Wisconsin has been selected to debut First Lady Michelle Obama's *Let's Move!* in Indian Country campaign. The *Let's Move!* in Indian Country event will take place at the Woodland Bowl amphitheater located in Keshena, Wisc. on May 25, 2011, at 10:00 a.m. (CDT). Influential figures including, Larry Echo Hawk, Assistant Secretary of Indian Affairs, U.S. Department of the Interior; Robin Schepper, Executive Director of *Let's Move!* Initiative, Office of the First Lady; Kathleen Merrigan, Deputy Secretary of the U.S. Department of Agriculture; and Nike N7 are expected to be in attendance at the event. Menominee Tribal Chairman, Randal Chevalier, also an integral component of the planning committee, commented ***"We are absolutely honored to be the launch site for this important national campaign for Indian Country. I can attest that there is no better place for this initiative. As you know, Menominee County/Reservation ranks 72 out of 72 in health factors and outcomes, associated with high diabetes and heart disease rates. Becoming a healthier community starts with our children, so I am delighted that we can address these issues in such a big way."***

The *Let's Move!* in Indian Country (LMIC) campaign is designed to address four main goals: to create a healthy start on life, to develop healthy learning communities, to increase physical activity and to foster healthy comprehensive food system policies. The initiative targets Native American youth to introduce them to and help them sustain a lifestyle filled with physical activity and healthy nutrition. The primary goal is to increase levels of physical activity across the nation to effectively put an end to childhood obesity in a generation's time. This event will host a variety of activity stations and information booths for the entire family to participate in. The event is also open to the public.

The *Let's Move!* in Indian Country campaign constructs an avenue for the federal government to form an alliance of collaboration with tribal governments, schools, the private sector and non-profits to provide an avenue put an end childhood obesity. The campaign is being supported through the united effort of The First lady's *Let's Move!* Office, the Departments of Interior, Education, and Agriculture, the Indian Health Service, the White House Domestic Policy Council, the Corporation for National Community Service, the Menominee Indian Tribe, the Menominee Indian School District, and Menominee Tribal School.

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